

Edgar A. Roll

**THE NATIONAL OBSERVER**

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# Dow Jones & Company, Inc.

PUBLISHER OF THE WALL STREET JOURNAL

*extends a cordial invitation to you to receive*

## **THE NATIONAL OBSERVER**

*An entirely new kind of Weekly News publication compactly presenting  
world-wide events and cultural developments in an attractive newspaper format  
for You and for Your Family*

*You'll be amazed how quickly each week  
this NEW kind of publication satisfies  
your news needs and cultural interests...*

It gives form to an exciting new idea, and to ideals, for reporting the happenings of the nation and the world, the strivings of mankind in all fields.

You get clearly written reports, free of bias or hysteria, about national and world affairs--together with news of cultural riches and of finest opportunities for relaxation, entertainment and self-improvement.

Your problem of too little time to read has been solved by The National Observer's COMPACTNESS:

Not an issue of this new kind of weekly publication ever contains more than 32 quickly readable newspaper-size pages.

And included with each issue's well-arranged headlines and text are more than 50 excellent pictures (news photos of people, events and far-away places; maps, charts, sketches, diagrams, cartoons).

So across America from coast to coast, more and more families today are reading and talking about The National Observer.

Many have taken the time to write us how much they enjoy

(inside, please)

it--from a retired lieutenant general to busy young mothers and fathers.

Among many others who have written are teachers, physicians, clergymen...authors, editors, commentators...business executives, public officials, officers of our armed forces.

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Even though we know nothing, frankly, of your own personal reading-interests, nor of the reading interests of your family, yet our source of your name leads us to believe you will welcome The National Observer and be delighted to receive it into your home.

Hence we now send you this invitation.

We believe you will enjoy the wholesome relief The National Observer gives you--relief from scare headlines and lurid stories--relief from the excessive playing up of vice and violence, crime and crisis--relief from the eternal welter that has its impact on individual and family, adult and child.

Briefly, clearly, interestingly, The National Observer tells you what is going on in the world and what it means.

It brings to you the truth--without distortion, without sensationalism.

Its coverage includes:

National and world affairs...

Arts and sciences...

Social trends...

Fashions...

Books and music...

TV, movies, living theater...

Sports, vacations, travel...

Tips for delicious cooking...

Home and family problems (such as  
health, job, education, your  
car, your house, money)...

Newsworthy doings of personalities  
and of everyday people.

You'll find stories that illuminate the serious and the not-so-serious. Plus entertaining off-beat stories--and a wide selection of special features...from help on your bridge game to a challenging



crossword puzzle, from "Scrapbook" of wit and wisdom to a national weather forecast.

There are features especially for school-age children...to help them in the classroom; because, with the increasing emphasis on better education and accelerated curriculums, conscientious parents are giving a great deal more thought to their youngsters' reading habits as well as their own.

Here then is the publication that spreads before you, and your family, in sprightly prose and story-telling pictures, the whole amazing, fast-changing panorama of Twentieth Century living.

And, remember...all this is in never more than 32 pages! So you save time--while keeping admirably well informed.

\*\* BIRTH OF THE IDEA \*\*

The first issue of The National Observer came out in February, 1962. But before there could be any such publication, it had to be thought up, and the idea explored.

From the beginning, the project looked exciting--a time-saving, once-a-week national newspaper of highest quality for the home.

Dow Jones & Company, Inc., originator of the idea, researched its possibilities; found a large coast-to-coast need for such a new and better weekly.

As publisher of The Wall Street Journal, Dow Jones was also well aware that its own vast news-gathering resources, including the varied journalistic talents and skills of its world-wide staff, were ideal for producing the new publication.

Why not do it?

So the same organization that publishes The Wall Street Journal, the great national business daily, now offers you The National Observer, its new weekly.

And in The National Observer, you get the same dependability and clarity of news reporting, the same freedom from distortion and sensationalism, that leading business and professional men throughout the country count on in The Wall Street Journal.

The National Observer will bring to you and to your family,

in the home, rich satisfaction of your news needs and cultural interests.

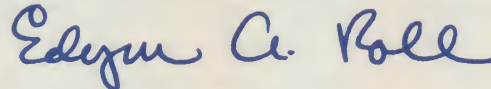
**\*\* YOUR INTRODUCTORY SUBSCRIPTION INVITATION \*\***

You are cordially invited to accept a SPECIAL INTRODUCTORY SUBSCRIPTION to The National Observer, the new compact weekly, for a trial period of the next 25 weeks for just \$2.67. That's less than 11¢ a copy! You save \$2.13 off the regular subscription price of \$4.80 for these issues.

To accept this invitation--to start The National Observer coming to you each week--just check the correctness of your name and address on the enclosed postpaid ACCEPTANCE CARD, and return it to us today.

Thank you for your interest.

Sincerely yours,



Edgar A. Roll  
Circulation Sales Director

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Encs.

P.S. Naturally, when your National Observer arrives, you will look first at the headlines and pictures on the front page. Then as you turn the pages, browsing through the issue, be sure to pause for "Observations"... "Food for Thought"... "A Chat with the Doctor"... "Going through Channels." If you have children, then also examine "Current Events Classroom." Of course, there's much more that's timely and fascinating.

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